



Montana WIC Program Farm Direct 2010 Talking Points for Farmers

For over 30 years, the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) has been an integral part of Montana's public health system. Promoting healthy habits early, when they make the most powerful difference in the lifelong health of a child, is what WIC is all about. With each new eligible family WIC reaches, public health grows stronger and more effective in the fight against obesity and other debilitating and life threatening conditions.

The Farm Direct Program authorizes Farmers to accept WIC Farmers Market Nutrition Program Benefits (FMNP) and WIC Fruit & Vegetable Benefits (FVB).

Participating in the Farm Direct Program provides Farmers with additional sales opportunities and promotes the production of locally grown fresh fruits and vegetables.

Here are some definitions to think about, which might help you decide if the Farm Direct Program is right for you:

Farmer - An individual authorized to sell locally grown produce at farmers' markets and/or roadside stands. Individuals, who sell produce grown by someone else, such as a wholesale distributor, cannot be authorized.

Eligible Foods - Fresh, locally grown fruits and vegetables as listed on the Farm Direct Food List. (copy on reverse side)

Locally Grown - Produce grown only within Montana borders, or counties adjacent to Montana borders where the farmer is selling the produce.

Here are some other points to think about:

- In order to become authorized, Farmers must:
 - ✓ Meet the selection criteria which are outlined in the Farm Direct Handbook;
 - ✓ Participate in annual face-to-face training for each year of the 3 year agreement; and
 - ✓ Enter into an agreement with the Department of Public Health and Human Services.

What questions do you have about the Farm Direct Program?



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Eligible Fresh Fruits & Fresh Vegetables

Approved foods are locally grown, fresh, unprepared fruits and vegetables.

Fresh Vegetables

Asparagus	Garlic	Rhubarb
Beans, green, long or waxed	Kale	Rutabagas
Beets	Kohlrabi	Spinach
Broccoli	Leeks	Squash-
Brussels Sprouts	Lettuce	summer & winter
Cabbage	Mushrooms	varieties
Carrots	Mustard Greens	Sweet potatoes
Cauliflower	Okra	Swiss Chard
Celery	Onions	Tender Greens -
Chinese Cabbage	Parsnips	similar to lettuce
Collard Greens	Peas	Tomatoes
Corn	Peppers	Turnips/Turnip Greens
Cucumbers	Pumpkins	Watercress
Eggplant	Radishes/Horseradishes	Zucchini

Fresh Fruits

Apples	Chokecherries	Peaches
Apricots	Currants	Pears
Blackberries	Gooseberries	Plums
Blueberries	Grapes	Raspberries
Cantaloupe	Huckleberries	Strawberries
Casaba Melons	Melons	Watermelons
Cherries	Nectarines	

Items that may not be purchased with WIC FMNP or WIC Fruit & Vegetable Benefit

Any processed produce or non foods items, including:

Baked Goods	Fresh Herbs	Plants (herb or vegetable)
Cheese	Honey	Potatoes
Crafts	Juices	
Eggs	Nuts	